

## CHAPTER VI. STRATEGIES

Strategies describe how the City of San José will achieve its vision, mission, and goals. These strategies are organized into seven key strategy areas:

1. Increase community outreach and participation in therapeutic recreation
2. Expand specialized programs for people with disabilities
3. Enhance inclusion in existing Parks, Recreation and Neighborhood Services programs and facilities
4. Ensure the needs of disabled persons are considered in all City and neighborhood planning efforts
5. Develop a Recreation and Wellness facility that will serve as a "hub" for therapeutic recreation programs
6. Enhance staffing levels and capabilities to continue to deliver quality services for people with disabilities
7. Maintain maximum organizational efficiency to become accountable for delivery of quality services to people with disabilities.

The seven strategies, action items, and time-frames for their implementation are described on the following pages. Many of these strategies are ongoing essential aspects of service delivery and participant satisfaction.



*"I love the programs. They relieve my stress and tensions- I can go home and face my problems easier."*

1. Increase community outreach and participation in therapeutic recreation	0-2 Years	2-5 Years	5-10 Years
1.1 Increase community involvement in program and facility development. <ul style="list-style-type: none"> <li>a. Citywide Advisory Council.</li> <li>b. Community Center Advisory Board (per Community Service Area).</li> <li>c. Disability Advisory Commission.</li> <li>d. Park and Recreation Commission.</li> </ul>	<b>X</b>		
1.2 Collaborate with the County and other agencies for service delivery.	<b>X</b>		
1.3 Improve the evaluation of benefits provided by the City's therapeutic services. <ul style="list-style-type: none"> <li>a. Conduct a biannual survey of participants/customers, including both existing and potential customers.</li> </ul>	<b>X</b>		
1.4 Improve communication of outcomes to the community. <ul style="list-style-type: none"> <li>a. Publish a quarterly newsletter.</li> <li>b. Distribute information electronically via the web.</li> <li>c. Ensure that all printed material is multilingual and available in alternative formats.</li> <li>d. Distribute <i>City of San José Strategic Plan, Services for Persons with Disabilities</i> to participants.</li> <li>e. Host community informational meetings.</li> </ul>	<div style="text-align: center;"> <b>X</b>  <b>X</b>  <b>X</b>  <b>X</b>  <b>X</b> </div>		

	<b>0-2 Years</b>	<b>2-5 Years</b>	<b>5-10 Years</b>
<p>1.5 Raise awareness of the City's therapeutic services and its programs.</p> <ul style="list-style-type: none"> <li>a. Develop a media campaign.</li> <li>b. Develop an outreach program for health care professionals.</li> <li>c. Evaluate current publicity of programs and make necessary improvements.</li> </ul>	<p><b>X</b></p> <p><b>X</b></p> <p><b>X</b></p>		

<b>2. Expand specialized programs for persons with disabilities</b>	<b>0-2 Years</b>	<b>2-5 Years</b>	<b>5-10 Years</b>
2.1 Secure additional city, public and private facilities to expand service delivery, including rentals and shared space.		<b>X</b>	
2.2 Expand program sessions, hours of operation, and program duration according to community need.		<b>X</b>	
2.3 Increase transportation opportunities and connections to improve access to programs and services. <ul style="list-style-type: none"> <li>a. Work with Santa Clara Valley Transit Authority to improve paratransit.</li> <li>b. Work to have more accessible vehicles available at neighborhood and community multi-service centers and satellite centers.</li> </ul>	<b>X</b>		
2.4 Increase collaborative partnerships for programming.	<b>X</b>		
2.5 Anticipate and respond to local, state and national trends.	<b>X</b>	<b>X</b>	<b>X</b>



<b>4. Ensure the needs of disabled persons are considered in all city and neighborhood planning efforts</b>	<b>0-2 Years</b>	<b>2-5 Years</b>	<b>5-10 Years</b>
4.1 Refine the Parks, Recreation, and Neighborhood Services department policy statement regarding coordination with Office of Therapeutic Services on accessibility issues (i.e., the Park and Facilities Development Guidelines) to include all planning, programming and development activities.	<b>X</b>		
4.2 Train and assign staff to serve as accessibility advocates for each Council District/Community Service Area.		<b>X</b>	
4.3 Meet with staff of appropriate City departments to discuss the importance of Office of Therapeutic Services involvement.	<b>X</b>		
4.4 Identify consumer advocates.	<b>X</b>		

<b>5. Develop a Recreation and Wellness facility that will serve as a “hub” for therapeutic recreation programs</b>	<b>0-2 Years</b>	<b>2-5 Years</b>	<b>5-10 Years</b>
5.1 Create a business plan for development of the City’s Recreation and Wellness facility using the Strategic Plan.	<b>X</b>		
5.2 Secure support and resources from the City Council and Redevelopment Agency, if appropriate.		<b>X</b>	
5.3 Select a centralized site with good transportation access.		<b>X</b>	
5.4 Select a design consultant for design development and construction documents.		<b>X</b>	
5.5 Obtain financing for design and construction of a new Recreation and Wellness facility.		<b>X</b>	
5.6 Construct the Recreation and Wellness facility.		<b>X</b>	

<b>6. Enhance staffing levels and capabilities to continue to deliver quality services for people with disabilities</b>	<b>0-2 Years</b>	<b>2-5 Years</b>	<b>5-10 Years</b>
6.1 Increase staffing levels to meet current program demands.		<b>X</b>	
6.2 Implement the Staffing Plan according to schedule.		<b>X</b>	<b>X</b>
6.3 Develop a mentoring program to enhance staffing resources.		<b>X</b>	
6.4 Expand volunteer opportunities.	<b>X</b>		
6.5 Hire multi-lingual staff/sign language interpreters.	<b>X</b>		
6.6 Recruit interns from therapeutic, recreation, adapted physical education, and related disciplines.	<b>X</b>		
6.7 Ensure maintenance of current certifications and licenses for appropriate positions.	<b>X</b>		



<b>7. Maintain maximum organizational efficiency to become accountable for delivery of quality services to people with disabilities.</b>	<b>0-2 Years</b>	<b>2-5 Years</b>	<b>5-10 Years</b>
<p>7.1 Develop and implement a Quality Assurance plan for the Office of Therapeutic Services.</p> <p>a. Conduct regular peer review by therapeutic recreation professionals from outside agencies.</p>		<p><b>X</b></p> <p><b>X</b></p>	
7.2 Review and improve the organization of the Office of Therapeutic Services as needed to provide new services and programs.	<b>X</b>		
7.3 Continue measuring performance and Investing in Results to ensure effective, quality services.	<b>X</b>		